

## MERIT Getting Away

5 groups 600,000 circulation

Altas 20 UPCs

Bay 60 UPCs

Wash & 75 UPCs

## Historical

% response on UKI programs

All brands w/ pack UPC

Premium brands

Resp  
Rate

11%

14%

#  
premiums

19

21

% response on DM premiums

All brands premium offer

Premium brands

UPC  
2% 32 12 premiums

5% 40 39 ✓

Avg pack UPC requirement for premium offers 32-40

## Fulfillment history

DM pgms w/ pack UPC for Premium brands

Clothing 80 UPCs 0.6-2.6% 12 pgms (under 2.5%)

Baps 40-80 ✓ 1.7-6% 6 ✓

Altas substitute  
B&B 20-25 ✓ 1.9-5.7% 10 ✓

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